- Facilitating the development of a dynamic private sector in tourism industry.
- Co-ordinating the efforts of different Government Departments and agencies in making India a tourism friendly country, and in providing the required infrastructure.
- Facilitating domestic tourism by promoting amenities and facilities for budget tourists.
- Integrated development of identified tourist destinations with the involvement of all the infrastructural Departments/State Governments and the private sector.
- Development of tourism in the North East, Himalayan region, Jammu and Kashmir and the Islands of Andaman and Nicobar and Lakshadweep, as part of overall strategy of economic development of the regions.
- Enhancing outlay for infrastructure.
- Enacting suitable legislation on travel trade/Tourist Police for protection and security of tourists.
- Liberalization of the visa regime.
- Integrated development of islands.
- Uniformity and rationalization in taxation structure.
- Focussed marketing including advertising in overseas markets.

(c) There has been a decline of about 20 per cent in the foreign tourist arrivals and 16 per cent in the foreign exchange earnings through tourism in the two months of September and October, 2001 as compared to the same period of the year 2000.

(d) and (e) The areas identified for development include holy and haloed places like Varanasi, Bodhgaya, Elora and Ajanta, etc.

Seven Point Programme for promotion of tourism

585. SHRI PREM CHAND GUPTA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that Government have laid down a Seven Point Programme for promotion of tourism in the country; and

(b) if so, the details of this new strategy and implementation thereof?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) In order to meet the adverse conditions in the arena of tourism in the aftermath of the terrorist attacks in the United States on September 11, 2001, the Department of Tourism, Government of India has evolved a Seven Point Programme for promotion of tourism in the country.

(b) The details of the Seven Point Programme are given as below:—

(i) Do not ring alarm bells too often;

(ii) Propagate India as a safe and secure destination;

(iii) Step-up marketing in the Western and Northern world;

(iv) Break new grounds in the East and South, particularly with regard to China, Korea, Japan, Taiwan, Singapore and Australia;

(v) Give special boost to domestic tourism, particularly the tourism connected with pilgrimage and use the new facilities and infrastructure created in this regard to serve as a backbone for international tourism in time to come;

(vi) Create conditions in which India attains a very great reputation for ethical trade and business practices; and

(vii) Help in initiation of a great reform movement in India, a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class and also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.

Static flow of tourists in india

586. SHRI PREM CHAND GUPTA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that for many years now India's share of foreign tourists has been static at 0.38 per cent;